Creative iMedia

Subject Intent

Creative iMedia is designed to develop students' creativity, digital skills and understanding of the media industry. The subject inspires students to become confident, innovative and technically skilled digital creators who can communicate ideas effectively through a range of media products. Students learn how to research audiences, plan creative projects, develop original designs and produce digital media content for different purposes. They also develop an understanding of how media products are created to meet the needs of clients and target audiences.

Aims

The main aim of the Creative iMedia curriculum is to provide a broad, engaging and practical scheme of work that allows all pupils to achieve their potential. We aim to equip pupils with a passion for digital media and develop their creative thinking, problem-solving and technical skills. The curriculum for Creative iMedia aims to ensure that all pupils:

- Develop creative and technical skills using appropriate digital media software.
- Understand the purpose, audience and requirements of different media products.
- Research existing media products and analyse how they appeal to target audiences.
- Develop skills in planning, designing, creating and evaluating digital media products.
- Acquire a broad vocabulary of key media terminology and command words.
- Understand the importance of meeting client briefs, deadlines and project requirements.
- Develop confidence in using digital tools to communicate ideas and solve creative problems.
- Explore a range of media industries, identifying opportunities for further study and careers in graphic design, animation, digital marketing, web design and media production.

Q. What will I study?

The Creative iMedia qualification combines theoretical knowledge with practical, creative activities. Students explore how digital media products are planned, designed and created to meet specific purposes and audience needs.

The content of the course will cover areas such as:

- **Pre-production skills:** Understanding client briefs, target audiences, research, mind maps, mood boards, storyboards and planning documents.
- **Visual identity and graphic design:** Developing logos, branding, colour schemes, layouts and visual styles for different audiences.
- **Digital graphics:** Creating and editing digital images for use in media products.
- **Media industries:** Understanding how media products are developed and the importance of audience needs.
- **Digital media production:** Using appropriate software and techniques to create engaging media products.
- **Planning and development:** Organising resources, selecting appropriate tools and working to a client brief.
- **Evaluation:** Reviewing finished products against the original brief, identifying strengths and suggesting improvements.

Students will have opportunities to complete practical projects that allow them to apply their knowledge, experiment with creative ideas and develop their digital skills.

Q. How is the course assessed?

OCR Cambridge National Creative iMedia is assessed through one written examination and two practical Non-Exam Assessment (NEA) coursework units.

- **R093 – Creative iMedia in the Media Industry:** A written examination lasting 1 hour 30 minutes, worth 40% of the qualification.
- **R094 – Visual Identity and Digital Graphics:** A practical NEA coursework unit worth 25%.
- **R095 – Characters and Comics:** A practical NEA coursework unit worth 35%. Students develop character concepts and create comic-based media products in response to a brief.

The examination assesses students' knowledge of the media industry and pre-production skills. The NEA coursework assesses their ability to research, plan, create and evaluate media products. Students must demonstrate creativity, technical skills, an understanding of target audiences and the ability to meet project requirements.

Q. Anything else I need to know?

Creative iMedia is a practical and creative subject that combines research, planning, design, digital production and written work. Students will use computers and specialist software to develop their ideas and create media products, while also learning how to explain and justify their creative decisions.

You will need to be organised, willing to experiment with new ideas and prepared to improve your work in response to feedback. Meeting deadlines and keeping your project work organised are important parts of the course.

You do not need to be an expert designer to succeed. The course will help you develop your skills, build confidence and discover how creativity and technology work together.

Who knows? The character you design, comic you create or digital product you develop could be the beginning of a future career in the creative industries!